

I like the idea —  
but I'm not sure  
JWC would — but  
there is some good  
stuff in here — (I'd  
like to put Mike in  
the ring with the  
young officers group  
to see what would  
happen) —

Lets go ahead and  
try anyway —

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## OFFICIAL ROUTING SLIP

TO	NAME AND ADDRESS	DATE	INITIALS
1	Mr. Wattle		
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<input type="checkbox"/>	ACTION	<input type="checkbox"/>	DIRECT REPLY	<input type="checkbox"/>	PREPARE REPLY
<input type="checkbox"/>	APPROVAL	<input type="checkbox"/>	DISPATCH	<input type="checkbox"/>	RECOMMENDATION
<input type="checkbox"/>	COMMENT	<input type="checkbox"/>	FILE	<input type="checkbox"/>	RETURN
<input type="checkbox"/>	CONCURRENCE	<input type="checkbox"/>	INFORMATION	<input type="checkbox"/>	SIGNATURE

Remarks

asked to submit some ideas that might be used in responding to Col. White's memo on "Public Understanding of the Role of Intelligence". A handwritten response is attached, and is I think an interesting and thoughtful paper.

What would you think of attaching it to our response to Col. White as "an interesting paper on this subject prepared by a former Career Trainee in the Support Directorate"?

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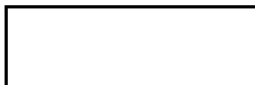
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27 July 1971

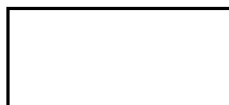
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I asked [redacted] to submit some ideas that might be used in responding to Colonel White's memorandum about public understanding of the role of intelligence. Their responses are attached. I don't think I have anything to add but as an extension of a couple of the points made in these two papers, I think it would be useful if people who are allowed to admit to their place of employment could have some guidance on what they might say to whom. If the sons and daughters of Agency employees could be given a better understanding of what the parents do for a living and could put that information forward in the forms of their peers it might be helpful. If we could send speakers to commencement exercises in just the Washington area we could reach rather broad audience of the youth and parents of the community.

I also agree with the points made in both of these papers that we have to be extremely cautious in whatever we do.



RHW

STA



*paper sent to Mr. Weller for review*



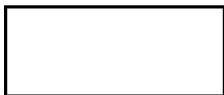
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21 July 1971

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With respect to Colonel White's memo asking what is being done and what can be done to inform the country about the value of intelligence and the CIA function, I can only say that I've asked myself this question many times. To my knowledge, little is being done by the DDS outside of the OP recruiters who may be presenting limited information to recruitment sources and possibly senior Directorate officers who may participate in briefing of officials outside the Agency. Other Agency offices are probably making a greater contribution in this respect.

I suspect that a great deal more can be done by the Agency if our goal is to enter the subdued spotlight. Any suggestions on my part must of necessity be general, may not be the responsibility of DDS, and of course should be viewed with security considerations in mind. Even worse, they may not be original. I'll list a few anyway:

a. Perhaps more use can be made of the news media, particularly newspapers and news type magazines, to explain what the "other side" has done, is doing and wants to do. (This is basic in beginning to understand why the CIA exists.) Can concrete examples be cited? As a private citizen, I don't recall reading much of this recently except in paperbacks. This could serve as groundwork for explaining why our Government established the CIA.

b. Can we now cite examples in the news media of our successes--large and/or small? Citing the problem without some of the cure would only frighten the public and, if possible, lower their respect for the Agency.

c. I realize much is done to convince Congress and the rest of the citizenry that we aren't policy makers and bad guys but can more be done? Can we get more on our side by increased briefings of Congressmen, businessmen and other public groups who use our name in vain?

d. A small segment of the "public" always seems to be overlooked when trying to project the Agency image. I refer to wives and husbands of staff employees. Why not prepare special briefings for these people? Granted, most have a general idea, but can't we do better? These briefings could even be tailored with the emphasis placed on the Directorate to which the employee is assigned. I realize this presents a numbers problem but the benefits may be worthwhile.

Some if not all of the above may be way out, but the degree of "way out" depends on the Agency's interest in going public.



ST/